



LinkUp NewsLink

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

IN THE NEWS

What the media are saying about LinkUp partners

Several of LinkUp's new partners received coverage in local and national trade publications.

Spreading the wood

Jim Dooley of Forest Concepts was interviewed June 24 in the *Seattle Daily Journal of Commerce* about the products the company manufactures in part from urban wood waste. The company's newest effort is WoodStraw™ spreadable wood strands, which can be used for habitat restoration efforts and erosion control. In the article, Dooley discusses his competition, marketing strategies and sources of raw materials.

Recycling glass dust

Quarry Tile Company was featured this spring in *Recycling Today*, a trade publication that reaches professionals in the industrial scrap processing and recycling markets. Quarry Tile, based in Spokane, Wash., manufactures Eco-Tile, a ceramic tile made from about 70 percent recycled materials. The company uses glass dust generated by TriVetro Corporation, another LinkUp partner, in its manufacturing process.

Winning design

Two new products from LinkUp partner MetaMorf Design — the Clima and Tempo benches — received first place in the sixth International Design Resource Award's competition, jointly sponsored by U.S. and Japanese design institutes. MetaMorf designer Colin Reedy uses post-consumer recycled plastic to craft his outdoor benches. The theme for this year's competition was "Design with Memory."

Schuyler Rubber Company: Innovative products from scrap tires

Although Washington state residents generate between 5 and 6 million scrap tires each year, the number of tires being recycled in King County has dropped from about 3,000 tons in 1995 to 1,000 tons in 2001. One LinkUp partner, however, is working to reverse that trend.

Schuyler Rubber Company, based in Woodinville, Wash., is the country's largest laminated rubber manufacturer. The company recycles up to 500 bus and truck tires each day, which keeps roughly 1.2 million pounds of scrap tires out of landfills each month.

Schuyler's products are primarily for the marine industry, including fenders for docks, tugs, barges and workboats. They are custom-made and available in an unlimited number of sizes and shapes to fit the odd angles of boats and docks.

"Laminated rubber is durable and reliable," says Dennis Kerber, co-owner of Schuyler Rubber Company. "Our products contain tough plies of nylon and cloth as internal reinforcements so that chipping and cracking are virtually eliminated."

Founded in 1950, Schuyler Rubber holds two patents for its fender designs. The company also manufactures ballast collars for traffic barriers, wheel chocks, loading dock bumpers, blasting mats and other impact-absorption products.

Design solutions

Recently, the company introduced a new rubber bucket scraper for front-end loaders that uses an innovative adjustable-slide channel. The channel allows heavy-equipment operators to adjust the position of the bolts within the channel to match the existing bolt pattern on the plow. This means the bucket scraper can fit any size bucket, not just the standard sizes.



Greg Armfield and Dennis Kerber, co-owners of Schuyler Rubber, use scrap tires for marine and construction products.

"This was a challenge for us," says Kerber, "but it proved to be a critical innovation."

The product's easy installation, along with its durability and recycled content, led to immediate interest by solid waste stations and recycling centers in Washington and Idaho. Dealerships as far away as New Jersey are carrying the bucket scrapers.

Expanding markets

This spring, Schuyler Rubber netted a \$340,000 order from the state of New York to develop fenders for bridge abutments. "New York's state government is committed to using recycled rubber on certain projects," says Kerber. "We hope other states will follow its lead."

The LinkUp team helped Schuyler Rubber introduce the rubber bucket scraper by distributing a media release and designing a product ad for insertion in a trade publication.

NewsLink is published quarterly by the King County Department of Natural Resources and Parks, Solid Waste Division, as part of the LinkUp program. For information about LinkUp, contact Kris Beatty at 206-296-3740 or kris.beatty@metrokc.gov, or go to <http://dnr.metrokc.gov/linkup>.

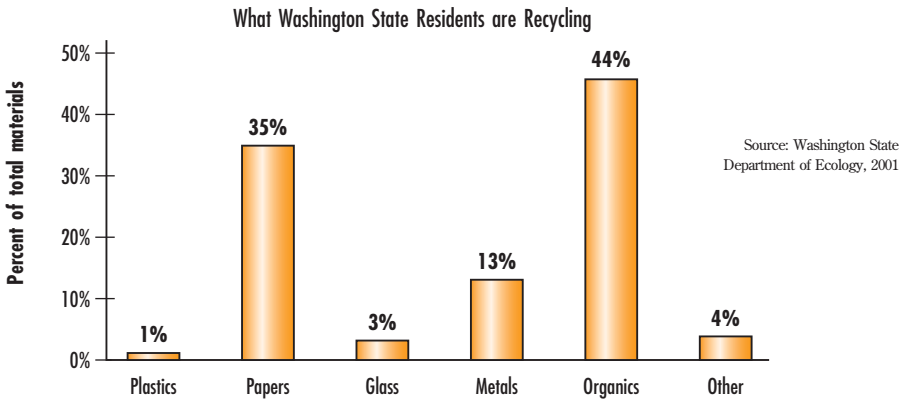
Be a LinkUp partner in 2004

LinkUp provides eligible Puget Sound manufacturers with technical assistance and marketing support. To be considered for program participation, download an application form at <http://dnr.metrokc.gov/linkup> or call Kris Beatty at 206-296-3740.

FAST FACTS

Organics lead the list

What materials are Washington state residents recycling these days? At the top of the list are organics, such as yard, wood and food waste. Paper products make up the next largest category, followed by metals and glass.



SPOTLIGHT ON KING COUNTY

Big Shrimpy joins LinkUp

Big Shrimpy, a Seattle-based manufacturer of pet products, is the latest LinkUp program partner. Among its products, the company manufactures several models and sizes of pet beds filled with recycled fleece scraps. The beds pair soft fleece with durable nylon — a combination that is both comfortable and sturdy as well as completely washable.

Since 2002, Big Shrimpy has recycled more than 18,000 pounds of nylon fleece from Pacific Northwest manufacturers. The LinkUp team will help redesign the company’s product hang tags as well as provide other marketing assistance.

Annual report available

Programs and initiatives sponsored by the Solid Waste Division (SWD) are explored in the 2002 annual report *Environmental Stewardship in King County*. The report, recently released by King County’s Department of Natural Resources and Parks, gives a brief overview of each program managed by the SWD staff, including

LinkUp; provides updates on improvements to county transfer facilities, and looks at ways the division is promoting environmental stewardship.

In an effort to reduce costs and conserve natural resources, King County is suggesting that copies of the report be downloaded online at <http://dnr.metrokc.gov>. Hard copies can be requested by calling 206-296-6500.

A new lease on life

This October marks the end of another successful season of Special Recycling Events, sponsored by King County’s Solid Waste Division. Since the program began in 1993, these weekend events have given county residents a way to get rid of bulky and heavy items, such as tires, appliances, electronics and TVs, computer monitors, concrete, bricks and scrap metal — often at no cost. In the past decade, more than 76,000 residents have brought in more than 12,000 tons of household items for recycling.

CHECK IT OUT!

SEEKING PROPOSALS

Washington State Recycling Association is seeking proposals for session topics for its 24th annual recycling conference, to be held May 2–5, 2004, in Wenatchee. Abstract deadline is October 31. For more information, visit www.wsra.net.

PURCHASING DECISIONS

A survey of consumer lifestyles, conducted in April 2003 by the Natural Marketing Institute (NMI), reveals that nearly one-third of U.S. buyers consider environmental issues when making purchases — a 7% increase over 2002. For more results, visit www.nmisolutions.com.

TRENDS TO WATCH

Vital Signs 2003, published by the Worldwatch Institute, is a compendium of environmental and social trends that are shaping the future. More details on this publication are available at www.worldwatch.org.

Alternate formats of this newsletter are available upon request.

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